



Choose from the following services to help with your search engine optimisation:

Semantic Keyword Research

What is it?

Google looks at a range of words within a website page to decide if that page should rank for a particular keyword search.

This service:

Once you have supplied us with a list of keywords for the pages you would like checked we:

- analyse the top 10 website results for a particular search
- provide a range of keywords and shows how often they are used.

This helps guide you/the copywriter when drafting page content, and ensures the copy will assist page Search Engine Optimisation (SEO)

£40 for first 2 pages; £15 for each subsequent page

Competitor Research

What is it?

To get ranked on Google, a website needs to beat the competitors already on Page 1.

This analysis:

- looks at up to 4 other competitors
- shows why they are ranking above the client website
- advises as to what actions need to be taken to rectify this.

Delivered as a 5 minute (max) video - £60

Building Quality Backlinks

What is it?

SEO is 50% website and 50% "off page". Off page is mainly to do with the quality and relevance of backlinks to the website – this shows Google that the website is seen as authoritative and trusted which then reflects higher Google rankings.

NB: This is not about gathering a huge number of backlinks but about sourcing and investigating those websites which will deliver high quality traffic.

Backlink analysis: A full analysis of competitor websites to identify only those highly authoritative backlinks worth pursuing. Minimum of 50 backlink provided in analysis
£200

Backlink building

Price on application according to the particular sector and level of competition within that sector.

Preserving Rankings when launching a new website on the same website address

What is it?

When the *shop window* changes for a website, the hard-fought Google rankings need to be preserved.

This package:

- will resubmit the new list of pages to Google
- ensure redirects are in place from the old to new pages
- ensure that links coming in from other websites are directed to the correct new page

£160 (maximum 20 pages)

Tactical SEO Analysis

What is it?

The difference between a ranking at the top and bottom of page 1 on Google is huge. And moving a website from position 8 to 2 can result in a 4x to 5x increase in website traffic.

This analysis:

- Looks at keyword rankings in position 4 - 10
- provide a "to do" list of what to optimise the website for in the future.
- includes suggestions on what to do for up to 3 keyword terms

This can be provided on any frequency level, but the suggestion would be quarterly, with monthly reports sent on website rankings/traffic.

Tactical Rankings Analysis: £80

Set up automatic monthly reporting: £80 per year? (includes 12 months of reports)

Local SEO

What is it?

For many Google searches, Google Places/Business (pins with map) appear. This is an important way of being found by local searchers.

This package:

- Sets up and optimises the Google Places/Business listing
- Fully link this listing to the website
- Applies for minimum of 10 business directory listings to strengthen local optimisation

£300

Wordpress BackUp and Security

What is it?

This package provides peace of mind knowing that a website will be live 24/7.

It ensures any Wordpress website is not taken down by hackers, and is backed up on weekly basis.

£200 setup (first month included)

£120 for 3 months, £220 for 6 months, £400 for 12 months

All in SEO Package

Where several of the above elements are included a package price is applied.

Price on application according to the required elements

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